

THE IMPACT OF PRIVATISATION OF MASS MEDIA IN
KENYA
A CASE STUDY NEWSPAPER INDUSTRY

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DECLARATION

I Kibara Warui Peter, hereby declare that this piece of research study is solely a result of my personal toil and sweat, to the best of my knowledge it has never been submitted in any other University or higher institution of learning for academic purposes.

This work is a result of my struggle with the assistance of my supervisor, where I have used other people's views, they have been duly acknowledged.

Signed 

Date 11.10.2006

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DEDICATION

I dedicate this work to my entire family (Kibara's Family), my father James K. Kibara, my mother Patricia W. Kibara, my sister Nancy N. Kibara, were by in one way or another have contributed to my success in writing this work.

Special thanks go to my father mostly for his material contribution and moral support, and as my only sponsor I have ever had on education matter, I wouldn't have been where I am now without him, thank you father, you have all the blessings from the Almighty.

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Thanks to the Most High, without his guidance and help I wouldn't have been presenting this work.

My Sincere thanks hit direct my supervisor and Lecturer Dr. Ongodia Peter for the close supervision and assistance for all academic years of my University course. Thank you Sir.

Mr. Kaddu Ronald, Dr. Rusoke, Mr. Jerome Ongora and Madam Sylvia Byamukama. I thank you all you gave me a chance of what I am now thanks again.

I am also glad to thank my friend Kevin G Muthee for his moral support and courage to go on; also sincere thanks go to my close and best friend Casper M Keeru he was always on my side wherever I went for my research work, thanks friend. I am as well grateful to all course mates (Mass Communications) who were always there when I was in need of material and moral support and without forgetting all respondents of the interviews and questionnaires when doing my research, thank you all and have my Love, blessed by showers of blessing from above the Almighty

Thanks to you all.

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ABSTRACT

KIBARA WARUI PETER

**THE IMPACT OF PRIVATISATION OF MASS MEDIA IN KENYA,
NEWSPAPER INDUSTRY AS A CASE STUDY**

In some of the developing countries with Kenya among them, mass media has taken a new turn. What they carry, political and necessary management changes that have occurred are the main development of mass media. What they carry now is determined by a rather crusadic role in the developing of their respective commodities. In a country where there are diseases, poverty and ignorance, it will be catastrophic if the mass media were left on their own to print and broadcast as they pleased in the name of the Western so called countries.

CHAPTER ONE

1.0 BACKGROUND/INTRODUCTION:

The mass media in quite a few developing countries, Kenya included, have taken a new turn. The main development has been in what they carry and the political and necessary management changes that have occurred. What they carry now is determined by a rather crusadic role in the development of their respective countries. In a country where there is disease, poverty and ignorance, it will be catastrophic if the mass media were left on their own to print and broadcast as they pleased in the name of the western so-called freedom of the press, disregarding national pressing needs. Since the mass media are a means of carrying information and skills to large audience, then one way of making them participate actively in national development, is to deliver through them, relevant information, aimed at the eradication of these national enemies and also monitor back the reaction and contribution of the large population. In this case it is crucial that the mass media are incorporated by political pronouncements and consequent development policy into the national development machinery of the country.

Nevertheless that is how the mass media will become important structure of development information and leadership, as opposed to being mere mouth piece of those that own them. Some journalists in African countries have expressed this feeling, although others still cling fanatically to the traditional freedom of the Press where by the Press is seen as a power in its own right. But where one talks of freedom disregarding the general situation, one is simply being naive. The

following reactions are examples of what "journalists in the field "see as the nature and role of the mass media in developing countries:

H.S Gathira, Editor-in-Chief of the standard Kenya had this to say: The state of the Newspaper Press in Africa land I am in my 33rd year as a Newsman is largely in a mess. Only a handful of African democracies still respect the convention freedom of the Press. Many of our regimes have already grabbed all the formerly free and independent Newspapers and turned them into their mouthpieces...

Joe Rodrigners, Editor in Chief National Media Group of Newspapers Nairobi said:

...There are rulers who say Newspapers, for their part must not lose sight of the fact that they too have a burden –to be constructive and responsible, to project the development efforts. Of their countries, and forget Western–Oriented nations of the freedom they seek in which to operate.

Kamuntu Ferdinand Ruhinda, former managing editor of the daily News in Tanzania had this to say:

With very little exception, the press in Africa is part of the prevailing Neo-Colonialism Press. Our Radios, News papers and Magazines, which are ostensibly African objectivity, serve, consciously or unconsciously the interest of Neo-Colonialism.

.....In specific circumstances, in Tanzania the press is now in the hands of the Party. It is striving to create a Tanzanian Press that not only projects the party line, but reflects the

fear, hope, trust, and thinking of all the working Press. One that will hold the will of the people to be paramount.

Service to the nation and not to the powerful few, then, is the aspiration of some editors in quite a few developing countries. Where the mass media are owned by the Party, government or private institutions, and it has been indicated in the situations quoted above, one makes the assumption that the Party and government really serve the people, because if they don't, it is highly unlikely that the mass media will serve the people either. For they will essentially be an extension of the Party and government. Where the Party and government serve their own interest rather than the interests of the people, the mass media then, will be used to preserve, propagate, reinforce or immortalize the interest of the powerful few.

The Press or any other medium of mass communication in developing countries is expected to perform two main functions. First, it is expected to inform the public on various matters of public interests to the best of its ability. Secondly, the Press is expected to participate in public debates as well as raise issues that would lead to healthy public discussion for the interest of the country's development.

1.1 STATEMENT OF THE PROBLEM

A problem of privatization of mass media in Kenya which leads to unfair and un-objective reporting. As a generalization, "all Kenyans, so long as they are literate, should read Taifa Leo however the trend is that Taifa Leo is a "poor man's" paper. It is mostly read by the low

income earners and less educated section of the population. It is regarded as a "local" Newspaper as opposed to the Daily News, a prestigious broadsheet with an international outlook. It is exactly for those reasons that Taifa Leo is a much more "popular" paper, a necessary and not luxurious medium. Also for this reason it is important that Taifa Leo moves much closer to its audience. The 75%-90% of local News indicates this closeness, though the important factor is not the coverage, but what is covered. Hence the and less educated section of the population who form the bulk of its audience?

The role of a foreign News agency in a developing country is mainly business, to extract as much as raw material- news and information as possible and to export it abroad, where after being processed, fetches a very higher price it fetches in the country of its origin when processed news and information, is re-imported. It must be emphasized that a News agency is basically a business organisation. It buys and sells News and information and expects to make profits out of the business, like any other multinational. In doing this business, foreign News agencies need influences apart from the usual communication and technological advancement, to catch up with spittoons news occurrences and distribution.

A foreign News agency can basically do three things in a developing country like Kenya:

First, influence public opinion and probably decision making concerning issues of nation importance in the country it represents apart from informing the people on what is going on, through the eyes of the agency itself which are influenced by an ideological context.

Second, because of its credibility, the agency can also influence public opinion within the country of operation and consequently lead to influence on decision making.

Therefore it is important to regard a foreign News agency as an effective extension of the power it represents, with its own domestic and foreign policies.

Thirdly, to act as spokesman of their respective countries or whoever they represent especially in the context of defending domestic and foreign policies or political and economic interest. Therefore, they would "clarify issues" and "Press their point of view" in this context. The failure to realize this function and behavior of foreign News agencies in developing countries results in the futility of any exercise intended to bring about the independence of news and information.

1.2 AIM OF THE STUDY

The study aims at re-awakening, put forward and show clearly the effects and disadvantages of privatization of mass media in Kenya and to put forward the ethics of fairness in the practice of News gathering and reporting which is actually truth and accuracy.

This study will act in a way that, it will try and analyze the present situation surrounding the privatization of Kenya media, since privatization is seen as a positive move in a world market economy and it so also noted that it has got its negative aspects which will be looked in privatization Kenyan media.

1.3 RESEARCH QUESTIONS

- What are the impacts of privatization of mass media?
- What are the roles of foreign News Agency in a developing country?
- Is it of any importance to privatize mass media in a developing country

1.4 PURPOSE OF THE STUDY

Purpose of the study is to find out all the possible solutions to the problem of privatization of mass media in Kenya, the study also will aim at pointing out as to why privatization of mass media is no of any importance in any of developing countries especially Kenya.

1.5 OBJECTIVES OF THE STUDY

1. To determine the impacts of privatization of mass media.
2. To assess the role of foreign News Agency in a developing country.
3. To see if privatization of the mass media is of any importance.

1.6 HYPOTHESIS

Foreign News Agency does perform and influence public opinion, decision-making issues of national importance in the country it represents.

1.7 SIGNIFICANCE/JUSTIFICATION

1. The findings will be used as a way of showing the government the impacts of privatization especially of mass media.
2. The findings will help the people of Kenya and other developing countries the importance of local News Agency, and they will all see and know what is before privatization and after privatization of mass media.
3. The finding will also clearly help in knowing what privatization is all about.
4. The study will provide new knowledge as far as the mass media development in Kenya is concerned and can be used as a variable resource material for mass communication students.

CHAPTER TWO

2.0 REVIEW OF RELATED LITERATURE REVIEW:

2.1 INTRODUCTION:

Kenya's transition from centralised economy to market economy, from one-party political monopoly to multiparty politics has had telling effect on the media as well. With the markets as the driving force for Kenya's social and economic advancement, the liberalisation process has made headway in many sectors, including the media.

2.2 AN OVERVIEW

Democratisation and macro-economic reforms have attracted private investment in the media industry, as they have done to other sectors. As such, the media industry has become abundant, witnessing the establishment of scores of publications, dozens of radio and television stations, a handful of media organisations, training institutions and the emergence of the new media.

The immediacy and abundance of the media have created catatonic effects at all levels of the Kenyan society to the effect that the concept of the global village, in which all inhabitants of planet Earth are drawn together in shared knowledge and needs, has been brought closer to reality. Life now moves faster. Political and social ideas spread more rapidly. More information is available for making correct choices and decisions, personal as well as governmental. Comprehension of the lives, desires and rights of other individuals and other countries has been intensified.

However, the stifling hand of political and statutory repression still restricts the full use of the media. **Section One** of this survey therefore has attempted to look at the system of regulatory bodies for both print and electronic media, examined the current legislations regulating the media as well as evaluating the media industry's voluntary agreement on self-regulation under the supervision and mandate of the Media Council of Kenya.

Section two of the survey looks at the print media whose growth characterises Kenya as a country with the highest media growth rate in Southern Africa with, for examples, at least 18 new editions on the streets every day. This section of the survey describes and analyses the current developments in the print media and looks at the aspects of ownership and financing as well as performance and quality.

The broadcast media, both private and public, is described in **Section Three** of this survey. This section analyses the current situation vis-à-vis the ongoing development of the TV broadcasting sector and public radio. It also looks at the development of private commercial radio and TV broadcasting as regards to quality, quantity, ownership, concentration and co-operation between owners in Kenya and outside.

Section Four describes activities in the field of new media based on Information Technology (IT) such as the Internet, E-mails, mobile phones and websites. The section also looks at the extent of their applicability and usability in Kenya.

Media organisations are described in **Section Five** of this survey. This section looks at the development of media associations and organisations with regard to their professional or non-professional

nature. It examines their objectives and functions as well as assessing their programme activities with a view to determining their categories and roles.

Section Six deals with media training and educational institutions. It looks at the current situation on media training provided through public and private training institutions both in the print and electronic media. It looks at their capacity to offer training and analyses the problems facing them, with regard to evaluating and assessing their environment in which they operate and the “products” they produce.

Section Seven examines the subject of media development support. It describes how donor support has assisted the media in form of capacity building and programme support. It enumerates donor agencies and governments that have helped the media in training and other areas.

All we can conclude from this survey is that the media face serious problems that must be quickly addressed. The problems are in the areas of legislation, training, capacity building, resource acquisition and sustainability. Without eliminating these problems, we shall continue to witness falling

2.3 LEGISLATION AND REGULATION OF THE PRINT MEDIA IN KENYA

The media in Kenya – both their establishment as well as their workings are governed and regulated by state legislation and regulations. This is so for both the “public” media as well as the private. Compliance with such pieces of legislation and regulations as are in place is not a matter of choice but mandatory. This is well reflected in the presence of several regulatory and /or enforcement bodies as shall be indicated in this brief.

It is the objective and purpose of this short paper to try and give an overview of such legislation and regulations as they affect the media in Kenya. In doing so we shall also look at the relevant regulatory and enforcement authorities. We shall however focus only on the core elements or essentials as a detailed and more exhaustive description analysis would require a longer paper than the one intended here.

The principal Law governing the establishment and operation of the print media in Kenya is the Newspaper Act, 1976 read together with the Newspaper regulations, 1977. The Act requires that each and every newspaper to be established be duly registered with the Registrar of Newspapers in the prescribed manner (S.6). Such registration shall include an affidavit duly made, signed and sworn by a magistrate. Likewise a publisher of a newspaper has to execute and register in the office of Registrar a bond as prescribed and required by the Minister (S.13).

The Act makes it an offence punishable by fine and/or imprisonment to print or publish or cause to be printed and published any newspaper, which is unregistered (S.12) or so done without a bond (S.17). Under the provision of S.22 the police are empowered to seize newspapers or any publication so defined and search premises suspected of printing/publishing a newspaper contrary to the Act and the regulations thereof.

One of the most interesting things and no doubt of controversy in the Act is the powers given to the minister. Under S.25 the minister. Under S.25 the minister may prohibit publication of any newspaper if he is of the "opinion that it is in the public interest or in the interest of peace and good order so to do". These are too wide powers in the hands of an individual and can easily be susceptible to abuse. The same applies to the "absolute powers conferred on the President under S.27 whereby he can ban importation of any publication.

Equally limiting the freedom of the media is the Law of sedition. This is contained in sections 31 to 35 of the Newspaper Act, which makes it an offence to incite people to disaffection or to raise discontent against the state. Furthermore this law allows easy conviction of an accused person by stipulating that to establish a seditious intention every person shall be deemed to intend the consequences, which would naturally follow from his conduct.

The foregoing notwithstanding the act provides some avenue for defense against charges of sedition. This is provided by the provision of S.31 (2), which tones down the harshness of the Law through a categorization of what constitutes sedition and does not.

The Newspaper Act contains provisions on the Law of defamation (section 38 to 47). It prohibits publication of defamatory matter against a person. The Law also provides for redress to victims of defamation. The Law also provides for redress to victims of defamation. The Law essentially relates or covers natural persons as opposed to institutions like the government or corporations.

The National Security Act, 1970 is another piece of legislation which serves to control and limit free flow of information and hence the working of the media's 4 of the Act almost in absolute terms comes close to prohibiting release or flow of information from not only government offices, but also from any official deemed to hold public office. Breach of the provisions of S.4 as well as S.5, which protects classified information, would attract up to 20years imprisonment up conviction.

The Kenyan journalist hardly has legal protection in his or her work. This is especially so with regard to protection of sources of information. Unlike the case of advocates and witnesses in legal

proceedings, there is no privilege whatsoever available to protect journalists from disclosing their sources of information if required to do so by a court. The Law as it stands now journalists can be imprisoned for contempt of Court should one refuse to disclose his/her sources.

Ideally the constitution for the Kenyan republic act, 1977 as variously amended, provides for the right to receive and disseminate information. It recognizes this fundamental human right under Article 18. However this right can only be enjoyed subjected to or as prescribed by Law. This is clearly problematic as it takes away by the left hand what it gives by the right.

In legal terms the restriction is even more problematic because it offends the basic legal principal that makes the constitution the basic Law of the land and all the other Laws subordinate thereto. In other words, the constitution is superior law. It is the mother of all laws and as much it is anomalous to subject the constitution to inferior law, which derives their legitimacy from it.

From the foregoing it makes sense to argue that the Newspaper Act, 1976 the Broadcasting Services Act, 1993 and the National security Act 1970 which offend the spirit of Article 18 of the constitution can not legally stand. Hence the finding of the Kenya communication commission – that they are bad laws,

which should either, be repealed or extensively amended to accord with the new socio-economic and political dispensation.

The media Council of Kenya (MCK) is the main non-statutory regulatory body of the media whether electronic or print. The council is a non-governmental; independent and voluntary organization formed with the initiative of media practitioners to "oversee that journalist, editors broadcasters, producers, directors and all those involved in the media industry in Kenya adhere to highest professional and ethical standards. The council is therefore a kind of self-regulatory mechanism for the media. Generally speaking, the council exercises its regulatory function through its Ethics Committee, which constitutes an autonomous Adjudication Board of the Council.

The Committee is vested with authority to hear complaints of infringement of the Code of Ethics of the Media, and settle matters amicably or reconcile parties. In appropriate cases, the committee can order publication of apology or token payment of damages and costs. Being one of the latest creatures of the media industry itself, this self-regulatory mechanism of the media industry itself, this self-regulatory mechanism of the media has been applauded by different sections of the society. It has successfully handed several cases of complaints against the media to the satisfaction of both complaints and the media itself. Moreover it has proven to be a faster mechanism to settle complaints than the formal court system.

This is a brief description of laws and regulatory mechanism of the media. I have tried in broad strokes to touch on the Laws as they are. I have also tried to point out problem area of the laws as well as those of the regulatory authorities or bodies. It is by no way exhaustive. In doing so, the spirit has been to bring to the fore areas, which many need to be looked into when restructuring the public media sector to facilitate a free flow of information. This is crucial if democracy is to be strengthened in the Kenya society. The government must not only be allowed to talk to the government or the government to the governed. Democracy requires that the government must be able to dialogue with itself, and the governed likewise amongst themselves. A free press or media is the vehicle for this.

2.4 THE PRINT MEDIA IN KENYA

Kenya print media is among the most robust in Sub-Saharan Africa. It has been growing by leaps and bounds since the liberalization of the economy and politics in the early 1990's.

Newspapers and Magazines appear both in Kiswahili and English, the two official languages in a country of about 42 tongues. The law requires that the government should register a print media outlet and a news agency. The scrapping by Parliament last

year of the Kenya News Agency. The scrapping of Parliament last year of the Kenya News Agency Act, 1976, opened doors for investors to start news agencies unnumbered although as we will see later, the response has been anything but overwhelming.

2.4:1 Newspapers

Newspapers appearing on the newsstand now are mainly in three groups. There are the serious mainstream newspapers dealing with hard news and analyze; there are those dealing in soft news, entertainment and sports; and there are the mushrooming sex and scandal tabloids.

Most of the newspapers are read in urban areas. According to research carried out by Business Care Services earlier this year, there are at least 18 new editions on the streets everyday. Ninety per cent of the circulation is in urban centers, serving less than 17 percent of the population. Nairobi and its environs consumers 50 percent of the distributed copies of newspapers. Yet, Kenya is still a country with the highest media growth rate in southern Africa, according to Business Care Services.

The research further shows that newspapers and magazines in the country have created employment to more than 3,000 direct

employees and more than 3,000 direct employees' mainly street vendors.

Of late there has been a mushroom of sex and scandal tabloids, most published from Nairobi. Production costs are relatively high and while the entertainment and soft news publications depend on large numbers of circulation to cut down cover prices, the serious papers depend on advertisement. Still, profits are thin, and according to the Production Editor of Nation Media Group, some of the publications continue coming out only because they are subsidized by other publications of the company. He says if they were to price their weekly paper basing on actual costs, then they would have to sell it at 55/= currently it sells at 35/=

This situation has led to collapse of many publications, even as many more established in a market with cutthroat competition. Statistics show that at least twenty registered newspapers have not been able to take off in the past tow years. Again, while about a dozen publications collapsed in the past two years, the government has struck of the register another 188 for failing to hit the newsstands for a long time, some for more than five years and up to ten years.

Newspaper publishers are in a dilemma. While they are required to pay up front at the print shop, they cannot demand cash payment from agents and vendors.

2.4:2 MAGAZINES

Looking at the booming of the media industry in the past decade, one quickly notices that magazines publishing in Kenya are minimal. This is mainly attributed to the exorbitant magazine production costs.

The most successful magazine so far in the past two years has been Femina, a joint venture of East African Movies Ltd and the East African Development Communication Foundation, with support from the Swedish International Development Agency (Sida).

The glossy publication targets young women and men of between 15 and 30 years of age. Since November 1999, Femina embodies an entertainment – education project designed to prevent risk behavior and HIV/AIDS infection. Pro-social messages are presented in entertaining, attractive ways. Currently, the magazine is printed in 30,000 copies, thanks to the Sida support. Commercial distribution in all major towns in Kenya takes 10,000 copies. The cover price is 50 kshs. The Nation Media Group in Nairobi distributes in all East African countries.

There are 20,000, which subsidized and intended for NGO's and schools. Of these, 10,000 copies are distributed through NGO's

six weeks after the release on the commercial market. The other 10,000 are distributed through secondary schools and training colleges as "supplementary reading throughout Kenya" This subsidized distribution has been possible through the Sida Funding.

Insyder is a new full color music and entertainment magazine that was launched earlier this year. It is run by a guild of sports and entertainment writers and printed in Kenya. The cover price is 100/=.

Sokoni, which aims at serious analytical magazine journalism, has been irregular and only three issues have been printed in the last year. Other experiments at serious magazines ended up fast, such as People which changed to tabloid being "swallowed" by Sunday Times.

Kenya Analysis also met an early death a couple of years ago. It was intended to be an up market publication offering insights for observers of the Kenya political scene, investors, chief executives and members of the diplomatic corps. It was to be sold mainly through subscriptions.

There are a number of publications coming out in quarter fold magazine format but which concentrate on gossip, sex and scandals as evidenced in their titles: Utamu (sweetness), Hamu (Desire), Tamasha (Carnival), etc. The frequency of most of these publications is not fixed. They are irregular, coming out when the publishers, in the most cases themselves writers or graphic artists on the magazines, have money to pay the printer. They are distributed national wide, but mostly in urban areas. Because of the low cover price (sometimes as low as 10/=) and the nature of their content, they sell in large numbers, some up to 100,000 copies according to the owner. Industry watchers, however, view these as a kind of "media bubble – gum phenomenon" which will burst sooner than later. This could be through competition as more and more are started every day reader fatigue as they all deal with same issues in more or less the same style or banning by government.

2.4:3 OWNER AND FINANCING

Most publishing houses in Kenya are small time ventures with limited capital. There are three big publishing companies bringing out a total of some twenty titles. These are The Standard Media Limited, Business Times Limited and Citizen Corporation Limited. Generally, print media ownership in Kenya can be categorized as follows: -

- I. Government owned: Daily News and Sunday News.

- ii. Political party owned: CCM owns the company Nation Publications Ltd which publishes the daily Taifa Leo and the Sunday Times. They also own an entertainment publication, Monitor in Uganda, which however has not been printed for sometime now. In the 1990's CHADEMA put up some money to run a Kiswahili weekly Nyota, and NCCR – Mageuzi put up funds to support Radi. However the ventures were short lived.
- iii. Religions such as Katoliki and Kiongozi" owned by Catholics, An Nnur by Muslims and Pwani and Mashariki and Lengo by protestant denominations.
- iv. Private, community print media in Kenya has been established but not on serious roots.

Foreign investment has been put up in some parts of print media in Kenya Fida supports Femina, while Habari Corporation got some funds from the Southern African Media Development Fund, which is based in Camborne Botswana. Mwananchi communications Ltd with its shares with the Nation media Group of Kenya.

Co-operations between owners in Kenya and internationally could be improved. The three big publishers: Nation media group, The Standard Group and Citizen Times Ltd have started working together in distributing their newspapers to the whole part of the country. An arrangement has been arrived at where they share the vehicles ferrying the newspapers.

The Nation Media Group has some cooperation with London's Daily Mail in which the letters editors come to help launch newspapers, as was the case when The Nation Media Group Ltd was launching its own Daily Mail in 1998.

2.4:4 NEWS AGENCIES

It is amazing to note that although there has been a proliferation of media outlets in the country in the last decade, this has not been the case with news agencies. In fact, the national news agency, Kenya News Agency was officially dissolved by parliament.

The IPP media group (The Nation Media Group, NTV, Easy Fm) has its own News Agency, Press Services Kenya Limited (PSK). PSK was established to collect news for the giant group's media outlets. However or late the agency has been giving out pieces to other media outlets including the government owned Daily News and Fm stations. However, PSK does not sell the articles, but gives them free of charge, even to media outlets that are not part of the IPP Empire. PSK has no marketing strategy. It is more of a service than a business. The agency is understaffed and ill equipped. It depends to a large extent on up-country stringers, which it fails to keep for long because of problems in payments.

Efforts by a group of veteran reporters and editors to establish a news agency seem to be stuck. A group of seven experienced newspaper people came together in 1999 to establish a news agency. It was finally registered last year. It acquired premises, but failed to take off due to lack of capital. It had been hoped that the News Agency would get initial funding from donors, particularly the Norwegian Stromme foundation. The funding didn't come through and the agency now exists in name only.

2.5 MEDIA ORGANISATIONS

Kenya journalists began organizing themselves since the 1960's with the registration of the Kenya Journalist Association (KAJA) in 1966 as a professional association with the main objective of promoting the journalism profession and defending the freedom of expression and press freedom. Functioning in a one party state with the media owned and controlled either by the ruling party or the government, KAJA had very little say in the promotion of its objectives and is not a record of any major achievements in the promotion of freedom of expression and of the press.

The mid 1980's witnessed major paradigm shifts in the political as well as socio-economic arenas in Kenya. Kenya took measures to transform itself into a multiparty state after decades as a socialist oriented one party state. The economy

was also liberated from a centrally state controlled regime to a free market economy.

These changes also had a significant impact on the social organization of the people. Many civic organizations are established and on the media scene as more media outlets were being opened and an increasing the number of people started practicing as journalists; the need to organize them was felt.

The majority of the associations that started were intent based bringing together journalists working in particular fields together, such as sports, environment, gender etc. For example the Journalist Environment Association of Kenya (JEK), as been very effective in spearheading the environment agenda in Kenya and championing the cause of environmental protection and preservation in the country. JEK's efforts for example enabled to highlight the environmental disaster that would have been caused in the Nzoia River and Budalagi if a government – sanctioned Prawn – farming Project funded by foreign investment had taken off.

The Kenya Media Women's Association (KAMWA) on the other hand has been instrumental in promoting the gender agenda and posting issues such as violence against women into the national agenda. One major achievements credited to KAMWA was lobbying government to institute for stricter penalties for sexual

offences culminating into the passing of the sexual offences prevention (SOPSA) of 1998. Important features in the Act including the redefining of evidence procedures incases of sexual offences involving minors and criminalizing sexual harassment and female Genital mutilation.

Notably the establishment of quite a number of Professional bodies and associations has had an impact in the professional scene in Kenya. Professional bodies such as the Media Council of Kenya (MCK), which has been successful in promoting professionalism and media ethics in the country, while the media institute of Southern Africa (MISA) Kenya Chapter in championing the cause of freedom of the press and expression.

2.5:1 PRACTIONERS ORGANISATIONS

There are a total of 11 media professional associations and nine press clubs, presently registered either under the society's ordinance or as trusts. However they all operate as Non-governmental Associations. There are a number of associations which are affiliates of regional professional bodies such as the Media Institute of Southern Africa – Kenya Chapter, whose major objectives are to fight for press freedom and free flow of information, to improve networking among journalists in the southern African region and to improve professionalism through training. Other similar bodies include the Eastern Africa Media

Institute – Kenya chapter and the commonwealth Journalists Association (CJA).

Local journalists association have been mostly of an interest based character and although part of their objectives is to promote professionalism, they have also mandates to promote the particular areas of interest that they have organized against such as the Kenya sports writers Association is more into promoting sports and entertainment journalism; the Kenya Media Women's Association (KAMWA) into promoting reporting of gender issues in the mainstream am media and the Grassroots Female Communicators Association (GRAFCA) into promoting rural and development reporting. The journalists Environmental Association of Kenya (JEK) is for the promotion of environmental issues while the Business Journalists Associations (BJA) brings together journalists covering economic and business issues. There are a number of associations, which can be classified as purely professional such as the Association of Journalists and Media Workers (AJM), the Kenya Journalists Association (KAJA), the Kenya National Photographers Association (KANAP) and the Kenya Film Makers Association (KAFILMA)

The above-mentioned associations have a purely professional mandate the AJM for example seeks to influence positively the growth of journalism profession and promotion of press freedom, ethics among journalists and allied workers in the media sector.

The major objectives of KANAP are to improve the profession of photojournalism, to protect and defend the copyrights rights and professional rights of freelance photographers and photojournalists. KAFILMA has similar objectives for filmmakers including camerapersons, editors and producers.

KAJA's objective focus on the promotion of the profession of journalism and to promote freedom of expression and freedom of press. The extent that these professional associations have been able to fulfill their mandate differs from one association to another. KAJA for example, the oldest professional association in the country almost remains in name only. This has been little activity going on in KAJA in the recent past, even amidst many acts by the government to curb freedom of expression and of the press.

On the other hand AJM has been very active and vocal in promoting professionalism and freedom of the press. Although only formed in 1994; AJM is on record for organizing important seminars, training workshops and other forums in the promotion of the profession and freedom of the press. AJM has also been productive and very vocal in condemning any attempts to curb press freedom and expression in the country.

2.5:2 REGIONAL PRESS CLUBS

Journalist's operating from the regions have formed press clubs whose major objectives have been to promote professional skills through training programmes, raising awareness of ethics, professional standards and press freedom and to provide a platform to express their views and forge solidarity among themselves.

There are currently 12 press clubs operating in the regions of Nairobi, Rift Valley, Central, Western, Nyanza, and Eastern. There is also an umbrella for the clubs known as the Union of Kenya Press Clubs based in Nairobi. These clubs are playing a major role in the development of journalists and journalism in the regions as they provide a very reliable entry point for any intervention to promote the profession as many of the correspondents operating from the regions are freelancers some of who have limited or no training at all in the profession.

2.5:3 THE MEDIA COUNCIL OF KENYA

The Media Council of Kenya is unique among the professional media organizations and hence deserving a mention of its own. Acting as a watchdog on media ethics and resolving conflicts between the media and its consumers, the establishment of the council has had a profound and significant impact on the media scene in Kenya.

Although a non-statutory body, the MCK has since its formation 3 years ago has enjoyed a lot of respect and compliance of cases brought before the councilor arbitration is around 98%. The council has also been running seminars and workshops on ethical issues for media practitioners and has even become a symbol of a successful media council in East and Southern Africa.

2.5:4 TRADE UNIONS

Kenya Union of Journalists (KUJ) was registered as a trade union for journalists on 8th June, 1997 and is still in its infancy. Before that journalists, were not really organized effectively in any union to fight for their rights. So far KUJ has established branches in a few major media houses that are the Nation media and Standard Newspaper.

There are plans to open a branch at Kenya Corporation. Between them, these media houses own the bulk of the newspapers, radio and television stations operating in the country. The KUJ has begun a recruitment drive for members and has still a long way to consolidate itself into a strong and viable trade union.

2.5:5 MEDIA TRAINING AND EDUCATIONAL INSTITUTIONS

Because of the far reaching and sometimes disturbing developments in Kenya media industry during recent years, the question of training for media practitioners has assumed paramount importance. The unprecedented proliferation of the print and electronic media brought about by the liberalization policies introduced by the government and the advent of the multiparty politics in the late 80's not only changed the country's media landscape but also plunged it into complete disarray.

These developments caught the media industry off-guard. For until changes arrived, the biggest chunk of the country's media was state owned, employing more than 95 percent of media practitioners. Almost all the media personnel were trained on the job. Only a handful of them were privileged to get training abroad, mostly in communist countries whose institutions curriculum put most emphasis on ideology, not professionalism and excellence. In other words, the proliferation of the media did not go hand in hand with the availability of trained media personnel. There was too much demand for trained media personnel than the market could offer.

From two daily newspapers in 1990, for example there are presently 18 new editions daily. Last year, the government de-registered 188 publication out of the 400 – plus publications. From two radio stations and one television station in 1990, there are currently more than 17 radio stations, 10 television networks. The government is processing radio license

applications from seven applicants and television license applications from five applicants. All this underscores the need to train more and more journalists to work for the expanding media industry whose capacity is already overstretched. Most media owners therefore have resorted to employing untrained and poorly trained staff, resulting to serious breach of professional ethics; substandard media content and media care performance.

Lack of trained personnel has thus exposed the profession to cynicism and disrepute, especially now that public interest in the ethical and social responsibilities of the media has deepened, accentuated by a section of the media with a penchant for sex pornography, scandal, sensation and concoction. When the media go beyond the reasonable limits of the work pursuit, when editors sensationalist, distort and create photographs, the credibility of the profession as a whole is at stake.

A recent unpublished survey by the Media Council of Kenya (MCK) attributed unethical practice and unprofessionalism in the media largely to lack of training on the part of editors and journalists. It also found out that the existing training institutions lack a list. It also found out that the existing training institutions lack the capacity to offer effective training. The training institutions are: - Kenya School of Mass Communication, Day Star University and a few colleges.

CHAPTER THREE:

3.0 METHODOLOGY:

3.1 INTRODUCTION

The main task of this section is to show the various ways the researcher underwent during his study. It gives the design of the study undertaken. The systematic way was presented to the study to ensure coherent, accurate and consistent information.

3.2 RESEARCH DESIGN

The researcher chooses the study to be descriptive study, which is quantitative research design. He chooses quantitative methods simply that they reveal experience necessary in more profound understanding and analysis of all related aspects. Since quantitative methods are information driven, they have provided more holistic picture and analysis of privatization of mass media. The design has involved the use of questionnaires interviews and library work.

3.3 AREA OF STUDY

The study area was limited to Nairobi city center, and its environs. In these areas the researcher was able to get into contact with deligators like editors, journalists from

different media companies, and also readers of newspapers and all those free from information. He also had an opportunity to have a visit in journalism schools and their libraries as well.

3.4 POPULATION SAMPLE

The researcher split the populations study in the following manner;

Political and government officials and workers students from high institution who are best knowledgeable and have access to information.

Editors and journalists from different publications and have experience with the field they are dealing with.

Media intellectuals in which, these are owners and proprietors of different media groups and outlets.

3.5 SAMPLE SELECTION

The researcher used purposive random sampling, where by he picked a particular group of people who he knew that were best likely to provide enough information and data to meet his standards of the study is carrying out. Among the groups individuals were picked randomly for either questionnaires or interviews. The methods he used was systematic, simple and believes that with whatsoever got

from the field has achieved the intended objectives and qualities of the study.

3.6 SAMPLE SIZE

The sample of the researcher involved 50 respondents of which 40 were provided with questionnaires and 10 in an interview. These respondents were randomly selected and the interviews were taken as the representative sample of the entire population without crossing the borders of the area of the study. The following figures below shows the actual respondents in comparison to the estimate number of respondents.

Fig 1. Questionnaires Respondents

Population	Estimated Sample	Actual Sample	Percentage
Editors	5	3	9.1%
Journalists	15	14	42.4%
Other people	20	16	48.5%
Total	40	33	100%

Fig. 2. Interviewed Respondents

Population	Estimated Sample	Actual Sample	Percentage
Editors	1	1	16.7%
Journalists	3	2	33.3%
Other people	6	3	50%
Total	10	6	100%

From the figure above (1) only 33 respondents responded from 40, which was the estimated questionnaire sample of the respondents. From the 33 respondents 9.1% were editors, 42.4% journalists and 48.5% other people.

According to the figure 1 out of 40 estimated respondents 33 responded and the researcher was able to obtain the required results from the data collected.

From the figure 2 above, only 6 respondents responded out of 10, which was the estimated interview sample. From the 6 respondents, 16.7% was for the editors, 33.3% journalists, and 50% was other people.

According to the figure above the researcher was able to acquire the required results from the data he obtained.

3.7 PROPOSED DATA COLLECTION INSTRUMENTS

Questionnaires were the main instruments used by the researcher in order to obtain first hand and quality data required for the study conducted. He managed the questionnaires and also conducted face-to-face interviews. Questionnaires were given to 30 respondents and were mainly people who knew how to read and write and with the best knowledge of the information required by the researcher. The method of face to face interview gave help to the researcher to get what was needed simply because it was conducted climate for both the interview and the interviewer at the same time it was appropriate as data was reached without recourse to consult checking on the respondents as it was the case with questionnaires respondents.

3.8 STUDY PROCEDURE

Before the real study research began, there was an introductory letter given to the researcher to take along during the research process, this letter is provided by the research supervisor from the respective faculty. This letter is to be handed over to the relevant authorities that helped him reach the places of interest in the areas of the study research, and this process was followed by the sequence of data collection, which was as follows:

Questionnaires were 50, whereby 20 were supplied to the intended media outlets and personnel and 30 were given to students of higher institutions, politicians, government officials and all those who are knowledgeable and have access to information; this was done at the same time scheduling people for interviews.

3.9 METHODS OF DATA ANALYSIS

Qualitative and Quantitative data analysis was used by the researcher in this study research; this is mainly the organization and interpretation of data collected during the research project.

Both interviews and the observed data have been analysed qualitative by the researcher on this research project. Quantitative data has been analysed in frequency categories and percentage from respondent groups falling on the same line items were tabulated and distributed according to tables with observed references. Later the percentage of each item was later calculated to determine the trend of findings that was used as a basis for drawing conclusion. This type of analysis enabled the researcher organize data systematically in reference to the population and determining majority and minority views.

Qualitatively, interviews were used to identify categories of expectations, values, opinions, strength and weakness of the problem under study from respondents. After the results were summarized, organized and presented in descriptive form from which the researcher

got general views of his respondents that supplemented the quantitative.

CHAPTER FOUR

4.0 DATA PRESENTATION, INTERPRETATION AND ANALYSIS:

4.1 INTRODUCTION

From this chapter you will realize the efforts and persuasions which were made by the researcher in searching facts and issues arising on the privatization of mass media in Kenya especially on the newspaper industry, content analysis has been made and data has been classified, organized, analyzed and compared to meet the systematic objective and qualitative descriptions.

Regarding the research findings some considerations were made. This work has been made to reach the media standards and studies so it will enlighten those who read it; every thing is within the studies of the mass media and society.

The group of respondents that gave a hand of help to the researcher during this study was journalists, editors, politicians, diplomats and students of higher institution. This is an explanatory report aimed at pointing out the impact of privatization of mass media in Kenya (newspaper industry as a case study).

4.2 RESEARCH QUESTION ONE (1)

What are the impacts of privatization of mass media?

Here with this question the researcher wanted to get the real view of the respondents about the impacts of privatization of mass media.

On this issue the study reveals many reasons which are the impacts of privatization of mass media, one of the impact which arose to most respondents is that privatization of mass media, one of the impact which arose to most respondents is that privatization of mass media in a country like Kenya does only the extraction of raw material, news and information as possible and to export it abroad, where after being processed, fetches a very high price not to mention the even higher price it fetches in the country of its origin, when the processed news and information is re-imported. It must be emphasized that any mass media private company is basically a business organization. It buys and sells news and information and experts to make profit out of the business, like any other company or organization. In doing business private mass media companies in Kenya need influence, apart from usual communication with spontaneous news occurrences and distribution. Another issues brought forward as impact of privatization of mass media is these private organizations on mass media in Kenya is the engaging of foreign value and ideologies, therefore the values that they portray come into direct conflict is a serious development problem. Not only does it drain the country's foreign reserves, but it also delivers alien needs and culture, which causes a setback in the development of the country. Therefore development in Kenya

entails considerable cultural force, which will bring about desired political cultural values. This can only be achieved by building a strong culture industry, an essential part of which is the mass media industry.

Also another impact is employment opportunities. Most of these private companies when they take over an organization or business tend to put their own employers, others gat employees from their countries of origin leaving the people of the country they are working for, or operating from un-employed. Others also tend to do a lot with technology and use more machines than human labor.

Lastly I could conclude with an interview with the senior journalist of Nation Media Group Mr Ndug'u Samson he said that, for the media to perform well and vibrant in Kenya a lot has to be done but mostly there is a need to regulate the working capacity mostly in the private companies. This is to say they have to employ skilled and qualified personnel; they have to pay them accordingly as well as supplying them with sophisticated working tools.

4.3 RESEARCH QUESTION TWO (2)

What are the roles of foreign News Agency in a developing country?

The study here reveals that these foreign News Agency have their main business which is to extract as much raw material (news and information) as possible and to export it abroad, where after being processed, fetches a very high price not to mention the even higher price it fetches in the country of its origin, when the processed news and information, is re-imported. It must be emphasized that a news agency is basically a business organization. It buys and sells news and information and expects to make profit out of the business, like any other multinational. In doing this business, foreign news agencies need influence, apart from the usual communication and technological advancement, to catch up with spontaneous news occurrences and distribution.

On the whole, their influence is a product of three factors: the fact that they represent big powers or they can influence public opinion and decision making in their own countries; their efficiency in reach, which also indicates their power of accessibility from the source and the receiving ends; the trust and warmth which they have sometimes used to praise and later abuse stable governments and very able leaders.

In short, a foreign news agency can basically do three things in a developing country like Kenya. First, influence public opinion and probably decision making concerning issues of national importance in the country it represents apart from informing the people on what they is going on, through the eyes of the agency itself which are influenced by an ideological context.

Second, because of its credibility, the agency can also influence public opinion within the country of operation and consequently lead to influence on decision-making. It is therefore important to regard a foreign news agency as an effective extension of the power it represents, with its own domestic and foreign policies, which are usually reflected in news and information coverage and dissemination. Third, to act as spokesman of their respective countries or whoever they represent, especially in the context of defending domestic and foreign policies or political and economic interests. Therefore, they would "clarify issues" and "press their point of view" in this context. The failure to realize this function and behavior of foreign news agencies in developing countries results in the futility of any exercise intended to bring about the independency of news and information.

4.4 RESEARCH QUESTION THREE (3)

Is it of any importance to privatize mass media in a developing country?

According to this question, it needs to know if it is of any importance or benefit to privatize mass media in a developing country. In this question the research reveals that there are many reasons on this issue of the importance of mass media, among the reasons is that, there is a need to give chances to news bloods. At least 10 respondents had this reason and argued that, there is a need of the government of Kenya to give chances to foreign investors to take over the mass media industry so as to have some new development and ideas from other people.

There was also an argument of opening markets, people argued that there should be open markets in the media industry in Kenya, and foreign investors should be encouraged and given reasonable market condition to participate in our media industry so as to bring changes and development. All this will bring about competition in the industry, there will be changes in the prices of newsprint, quality papers will be used, and delivery of information will be faster and reliable.

These so called open markets also will lead to increase in income of employees and the companies. There will be also improvement of working conditions like working facilities and equipments. Improvement will also be seen in the standard and quality of production. Open markets for private companies will also create employment opportunities to the locals in Kenya.

It is also important to privatize mass media in a developing country like Kenya simply because it will lift individual's education aggressiveness, since the field will demand competitive and skilled personnel. There will also be a boost in social and social economic activities around the areas having these industries.

In general privatization has proved successful in increasing the efficiency of firms that had suffered from public sector control. On the other hand, privatization (at least in some instances) has not been without its critics. Big rises in the share price of privatized companies have encouraged many to take the view that the businesses were sold off too cheaply.

More recently there has been widespread condemnation of the salaries paid and share options granted to those who are running privatized companies. Some of these who managed privatized firms are now paid several times what they were paid for doing more or less the same job when the business was in the public sector. Some also stand to gain immense sums from the exercise of share options. At the same time, most privatized industries have cut their workforce substantially and have kept a tight rein on wage increases for the bulk of the workforce

CHAPTER FIVE

5.0 SUMMARY, RECOMMENDATIONS, SHORTCOMINGS AND AREAS OF FURTHER STUDIES:

5.1 INTRODUCTION

This chapter will give a summary of the work done by the researcher and review all the possible findings collected from the field in their general significance, it will also review the possible shortcomings of the research done and give the possible way to avoid or overcome those shortcomings by other scholars and other researchers, this chapter will simply give help to other researcher on doing other researches.

5.2 SUMMARY OF THE FINDINGS

According to the topic of research which concerns, the impact of privatization of mass media in Kenya, (Newspaper industry as a case study), the investigation done brought about, mythical reporting which is biased and inaccurate of information to the print media.

It was found that, legal system in Kenya Newspaper Act allows private sector to operate until 25% of the country coverage, this is a need of freedom of operation to any kind of media issues, and there should be no boundaries since news comes from all

directions of the world as the word itself explains "NEWS" (North, East, West and South).

Also there is unnecessary competition from other Media Companies, and accessibility of information is also tough, the media companies have no enough equipment to get information this leads to late information. It was found out that there is lack of qualified personnel, which is due to lack of education. The big percentage of people working in newspaper industry in Kenya are not qualified for the job, not only the job but have poor education background, people are employed just because they can do the job but not qualified for the job.

Also rigidity of the rules that do not allow vibrant and investigative news and information was found out as a constraint hindering media from achieving its objectives, there is poor government policy about the media which leads lack of freedom of the press.

There is however, corruption within the print media itself mostly due to political influence and orientation. Maintenance of state ideology is kind of taking pace; some print media companies are biased writing about certain class of people in power. It is also a result of social and political inclination of the media.

5.3 RECOMMENDATIONS

Some solutions have been recommended by the researcher after the study was done and they are as follows:

There is a need of regulating the working capacity in the Kenya print media, many journalists are in a complain of overworking, even those in private companies, they should also be provided by sophisticated working tools to easy the work done. Also payment tools also been looked upon, people working in the print media industry are little paid and work much more.

The researcher recommends that journalists should be competent and well trained which will lead to skilled and qualified personnel. They should balance news before disseminating it for public consumption and should make sure hard news is given first priority in most print news. This will increase on efficiency on newsprint in Kenya, which is a problem right now, and even the so-called private companies have some elements of this problem.

Also conducive environment from the government is required for the investigative news information, the government should try and stay away from media issues completely, in Kenya there is a big need of vibrant and dynamic as well investigative, there is a need of newspapers that would present reality as it happens in the society, in Kenya people tend to make things so secretive, this should stop people need to be open minded. The print

media should start investigative reporting from just reporting. Enough freedom should be given to the media in Kenya but at the same time it should not be misused by the media people.

Lastly the researcher recommends that the government should reduce on the tax on print media to enable the media people to cut down the sell price for the news prints and increase on the availability of newsprints even to those remote areas and it will increase the peoples habit for reading which is lacking in Kenya. People don't read at all, they have no reading culture so they should be having availability for newsprint to give them courage to read and read.

5.4 LIMITATIONS/SHORTCOMINGS OF THE STUDY

Actually the researcher's hardest time was on the area of the study which was quite large and he managed it making focus on those respondents who are knowledgeable and have access to information.

There has been also a problem of funds which kindly affected the sample size of the study, for other researchers to make it on their studies more funding is required, producing questionnaires, mailing them and traveling of the researcher needs a lot of money so funds should a lot be considered with other researchers.

Time was also a constraint hindering researcher study; time was not enough for the researcher to make the findings of the study. Other researchers should be considers with time, more times should be given by the university, the four weeks are not enough for research study, there was no time to interview enough respondents and also consultation time as we all know editors are very busy people, they sometimes don't have time to meet other people except copies on their desks and as they are also confronted by deadlines.

There was a sampling error among the researchers problems, some respondents did not turn up with questionnaires as they were given to them and also many of them who were called upon for interviews did not respond accordingly, others refused to take questionnaires claiming time was not on their side. There was also fear of insecurity by the interviewees.

Missing information was also there, most people considered their information to be so confidential when it was time for answering questionnaires and during interviews, but this the researcher thinks it due to ignorance of a big number of people in Kenya, cause he thinks there is nothing confidential when it comes to education.

The entire above shortcoming slow down the exercise of data collection but it was for researcher's job to find out possible solutions and he managed that is why he came up with this kind of dissertation.

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